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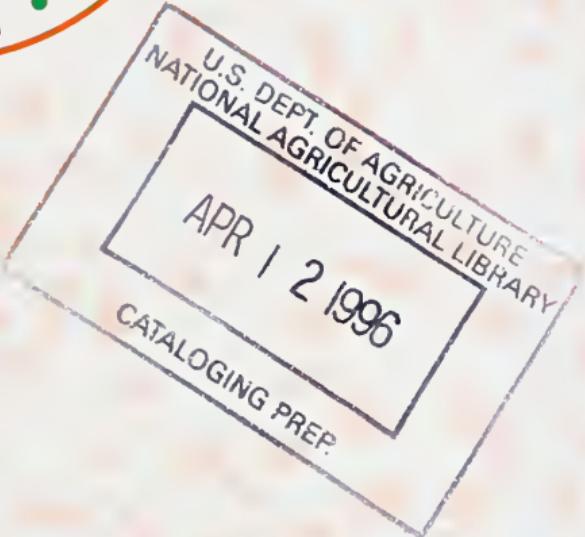


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A  
Healthier  
Tomorrow ...

# Begins Today

## Mission

To improve the health and education of children by creating innovative public and private partnerships that promote food choices for a healthful diet through the media, schools, families, and the community.

## Principles

*Supporters of Team Nutrition share these common values:*

1. We believe that children should be empowered to make food choices that reflect the Dietary Guidelines for Americans.
2. We believe that good nutrition and physical activity are essential to children's health and educational success.
3. We believe that school meals that meet the Dietary Guidelines for Americans should appeal to children and taste good.
4. We believe our programs must build upon the best science, education, communication, and technical resources available.
5. We believe that public-private partnerships are essential to reaching children to promote food choices for a healthful diet.
6. We believe that messages to children should be age-appropriate and delivered in a language they speak, through media they use, in ways that are entertaining and actively involve them in learning.
7. We believe in focusing on positive messages regarding food choices children can make.
8. We believe it is critical to stimulate and support action and education at the national, state, and local levels to successfully change children's eating behaviors.



## USDA's Team Nutrition

The USDA School Meals Initiative for Healthy Children underscores our national health responsibility to provide meals at school for children that are consistent with the Dietary Guidelines for Americans and current scientific nutritional recommendations. This initiative established a comprehensive four-point framework for action to continuously improve school meals:

1. Eating for Health: Meeting the Dietary Guidelines
2. Making Food Choices: Nutrition Education, Training, and Technical Assistance
3. Maximizing Resources: Getting the Best Value
4. Managing for the Future: Streamlined Administration

The vision of the USDA School Meals Initiative for Healthy Children is simple . . .

**Improve the health and education of children through better nutrition.**

A major part of this improvement is the nutritional standard that school lunches and breakfasts must meet the Dietary Guidelines for Americans. However, just enacting policies will not accomplish this change, and USDA cannot do this job alone. That is why USDA established Team Nutrition, a nationwide integrated

program designed to help implement the School Meals Initiative for Healthy Children.

The mission of Team Nutrition is . . .

**To improve the health and education of children by creating innovative public and private partnerships that promote food choices for a healthful diet through the media, schools, families, and the community.**

**“** USDA's Team Nutrition supports our commitment to improve the nutritional health of America's children. **”**

**◆**  
Dan Glickman  
Secretary of Agriculture

## Initiatives

◆ **Nutrition Education**—a multifaceted educational program delivered through the media, in schools, and at home that builds skills and motivates children to make food choices for a healthy diet. This effort brings proven, focused, science-based nutrition messages to children in a language that they understand while strengthening social support for children's healthy food choices among parents, educators, and food service professionals.

**“** Team Nutrition recognizes that good nutrition and physical activity are essential to children's health and educational success. **”**

**◆**  
Ellen Haas  
Under Secretary for  
Food, Nutrition and  
Consumer Services

This initiative is built around a framework of in-school and mass media efforts, with an emphasis on the **school setting** to relate to nutrition policy changes in school meals. These efforts are supplemented with materials developed and distributed through partner networks and directly by USDA's Food and Consumer Service and USDA's Cooperative State Research, Education, and Extension Service and other government agencies such as the Department of Education and the Department of Health and Human Services.

◆ **Training and Technical Assistance**—a “change-driven” program providing support to school food service personnel implementing the Dietary Guidelines for Americans. This effort will ensure that school nutrition and food service personnel have the education, motivation, training, and skills necessary to provide healthy meals that appeal to the children served and meet the USDA nutrition requirements. These personnel will also have a clear vision of their role in the school community and as integral team members of comprehensive school health programs.



Training standards will be established and a resource system will enable instructors and food service personnel to access resources for education and training programs. Up to 25 Team Nutrition Training Grants will be awarded in 1995 to assist states in developing a sustainable infrastructure of training programs that help school districts to implement updated nutrition standards. The Great Nutrition Adventure began in April 1995—a program involving volunteer chefs who join local schools in a series of imaginative and educational cafeteria and classroom events designed to promote healthy eating. Team Nutrition will work closely with a variety of chefs, universities, food producers, professional organizations, and others to develop and distribute the training programs, recipes, menus, manuals, and other assistance materials.

## Message Themes

“Making Food Choices for a Healthy Diet” is Team Nutrition’s theme. Messages have been developed to support the theme based upon the Dietary Guidelines for Americans and the Food Guide Pyramid and will help children to:

- ◆ **Expand the variety of foods in their diet.**
- ◆ **Add more fruits, vegetables, and grains to the foods they already eat.**
- ◆ **Construct a diet lower in fat.**

## Public-Private Support

Team Nutrition is a ground-breaking effort to link USDA and all those who touch children’s lives. Extensive strategic public-private partnerships will extend Team Nutrition’s initiatives reach and amplify the messages, thereby leveraging the investments of USDA and its Team Nutrition partners. With support from around the country for nutrition education, training, and technical assistance, Team Nutrition will improve the health and education of our children.

## JOIN THE TEAM



### TEAM Nutrition

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Team Nutrition is an initiative of the  
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